

New Hampshire  
*Department of Agriculture,  
Markets & Food*

**New Hampshire Study Shows Agriculture Contributes More to State's Economy**

By

Gail McWilliam Jellie, Director, Division of Agricultural Development  
NH Dept. of Agriculture, Markets & Food

New Hampshire agriculture is a dynamic industry with diverse products and services. A new study shows just how far-reaching this industry's economic impacts extend beyond the individual farm to the community and the state.

A study that has just been completed for the New Hampshire Department of Agriculture, Markets & Food by the Institute for New Hampshire Studies at Plymouth State University, shows direct spending by agriculture, horticulture and agriculture-related tourism was \$935 million in 2005.

The study also examined "multiplier impacts" of agriculture, on the state's economy. Multiplier impacts include those resulting from sales of agricultural products indirectly, such as effects on supplier businesses (equipment or fertilizer suppliers, etc.), taxes paid to government within the state, and induced impacts, which are those due to spending by households to purchase products as well as spending of wages by agricultural employees.

Additionally, this study looked at tourism that depends directly or indirectly on agricultural activities. The impact of agricultural fairs was specifically examined. The total impact of the fairs in New Hampshire was \$115 million, including direct spending at or near the fairgrounds by visitors, exhibitors and operators, as well as resulting jobs, household income and taxes paid.

Agricultural scenery also contributes greatly to New Hampshire tourism. Of an estimated 33.4 million trips of individual tourists and business travelers during 2005, over one million were trips where viewing agricultural scenery was important. The typical visitor spent \$80 per day in the state for a total of \$139 million due to agricultural scenery trips.

The total of \$935 million in direct spending by agriculture, horticulture and agriculture-related tourism resulted in 11,866 full time job equivalents, \$222 million in household income, \$57 million in state and local government revenues, including property taxes, business profits taxes and rooms and meals taxes. Multiplier impacts raised the full time equivalent jobs to 19,444, total household income to \$611 million and total state and local government taxes paid to \$138 million.

Taking into account the multiplier effects, the impacts of agriculture in our state reach deep into our economy and contribute significantly to New Hampshire's tourism and overall economic health. To see the full report "The Impact of Agriculture on New Hampshire's Economy in 2005", go to the NH Dept. of Agriculture, Markets & Food website [www.agriculture.nh.gov/publications](http://www.agriculture.nh.gov/publications) and click on the report title. For more information contact the Division of Agricultural Development, NH Dept. of Agriculture, Markets & Food, PO Box 2042, Concord, NH 03302-2042, Tel. 271-3788, email: [gmcwilliam@agr.state.nh.us](mailto:gmcwilliam@agr.state.nh.us).

###